

A. Marketing Your Policing Successes (LASD)

Internet, Instant Communications & Social Media are strategies under the overall umbrella of Marketing your police agency. This website includes how to write Law Enforcement Marketing Plans, including articles and examples
<http://www.marketinglasd.org/>

B. LASD - Headquarters Newsroom (SHB), Los Angeles County Sheriff

Website: <http://www.lasd.org>

Website Newsroom: <http://sheriff.lacounty.gov/wps/portal/lasd/newsroom/>

Most recent Nixle messages text/emailed by LASD HQ, which has the highest number of Nixle subscribers in the U.S.:

<http://nixle.com/lasd---hq-newsroom-shb-los-angeles-county-sheriff/>

Twitter: @ LASD_News: http://twitter.com/#!/LASD_News

Facebook: <http://www.facebook.com/LosAngelesCountySheriffsDepartment>

C. IACP Center for Social Media Directory

International Association of Chiefs of Police

- <http://www.iacpsocialmedia.org/Directory/Parent.aspx?termid=111&cmsid=3383>

- <http://www.iacpsocialmedia.org/>

42. CopsWest -- California Peace Officers Assn

Nov. 8-9, 2011; Ontario, CA; LASD presentation

<http://www.cpoa.org/displaycommon.cfm?an=1&subarticlenbr=132>

41. International Assn. of Chiefs of Police Conference

Oct. 22-26, 2011; Chicago, IL; LASD presentation

<http://www.theiacpconference.org/iacp2011/public/enter.aspx>

40. Presentation: New Media and the News Media

Presented by Capt. Mike Parker

Social Media the Internet and Law Enforcement (SMILE) Conference

Sept. 27-20, 2011; Dallas, TX

<http://lawscommunications.com/smile/>

39. Presentation: Social Media & Marketing (by Capt. Mike Parker)

California Crime Prevention Officers' Assn. Training Symposium

Sept. 14-16, 2011; La Quinta, Riverside County, CA

<http://www.ccpoa.us/>

38. How the LA County Sheriff's Department Used Social Media to Help Save a Rembrandt

(Aug. 28, 2011)

http://www.huffingtonpost.com/anthony-amore/how-the-la-county-sheriff_b_938415.html

37. Police scramble to fight flash-mob mayhem (Aug. 18, 2011)

- http://articles.cnn.com/2011-08-18/us/flashmobs.police_1_flash-mob-law-enforcement-police-scramble?_s=PM:US

- http://articles.cnn.com/2011-08-17/entertainment/california.telephone.flashcalls_1_tweet-music-internship-twitter-page?_s=PM:SHOWBIZ

- <http://www.cnn.com/2011/SHOWBIZ/celebrity.news.gossip/08/13/california.telephone.flashcalls/>

- <http://newsroom.blogs.cnn.com/2011/08/14/twitter-trouble-flash-calls-from-rappers-tweet-flood-sheriffs-line/>

- <http://www.cnn.com/2011/SHOWBIZ/celebrity.news.gossip/08/13/california.telephone.flashcalls/>

36. Flash mobs, riots prompt debate about social media crackdown (Aug. 16, 2011)

<http://latimesblogs.latimes.com/lanow/2011/08/flash-mobs-riots-prompt-debate-about-social-media-crackdown.html>

35. LASD expands multi-channel public communications with Nixle alerts

August 5, 2011; Government Security News

http://www.gsnmagazine.com/node/24141?c=law_enforcement_first_responders

34. NJ police using social media to keep public informed. Dept. Facebook, Twitter use part of growing national trend

June 27, 2011; myCentralJersey.com

<http://www.mycentraljersey.com/article/20110627/NJNEWS/306270014/Central-Jersey-police-using-social-media-to-keep-public-informed>

33. Whittier Police Department launches Twitter account (also LASD social media)

June 13, 2011; Whittier Daily News

http://www.whittierdailynews.com/news/ci_18258950

32. Presentation: Navigating the Complex World of Social Media

IACP LEIM Training Confer. & Expo, June 13-15, 2011, San Diego; co-presented by Capt. Mike Parker

- <http://www.theiacp.org/Technology/LEIMSection/LEIM2011Conference/tabid/719/Default.aspx>

- <http://www.theiacp.org/LinkClick.aspx?fileticket=N9aBP44anA%3d&tabid=719>

31. Law enforcement adapting to an increasingly-connected world

May 21, 2011, www.SGVTribune.com

http://www.sgvtribune.com/news/ci_18111462

30. Ground breaking summit at John Jay College - Representatives of the media & law enforcement leaders hash it out

July, 2011; American Police Beat magazine

http://www.thecrimereport.org/system/storage/185/b4/c/1069/apbjohnjayjuly2011_low_res.pdf

29. Presentation Marketing Your Police Agency

2011 CPOA Annual Leadership Summit May 25-27, 2011, San Diego; presented by Capt. Mike Parker.

<http://cpoa.org/displaycommon.cfm?an=1&subarticlenbr=73>

28. Presentation: Public Safety & Crimefighting in the Twitter Age with John Jay College of Criminal Justice & Intercollegiate Studies Study Institute

May 18, 2011: New York.

<http://www.isi.org/calendar/eventdetail.aspx?id=60DACE66-BCFF-48AC-8136-9C626EE45BCD>

27. The 11 Cs That Generate Media Interest ...

Helping PIOs better navigate the news media & social media

May 11, 2011; [LawOfficer.com](http://www.lawofficer.com)

<http://www.lawofficer.com/article/technology-and-communications/11-c-s-generate-media-interest>

26. Presentations: Social Media and Instant Communications: How to make these technologies work for you, and Special Hands-on Workshop: Find out what they're saying about you

Harvard Law School Labor & Worklife Program, Police Union Leadership Program, April 14-17, 2011; presented by Capt. Mike Parker.

<http://www.law.harvard.edu/programs/lwp/>

25. Instant Messaging, Communication Systems and Information for Security Management

Fri., Feb. 25, 2011, Sheriff's Headquarters Building - Los Angeles County Sheriff's Department Presented by the Regional Community Policing Institute-California (RCPI-CA), Peace Officers Association of Los Angeles County, Chief Special Agents Association, Los Angeles County Police Chiefs Association, California Peace Officers Association, Los Angeles County Sheriff's Department, Los Angeles Police Department, Long Beach Police Department, Arcadia Police Department, and Federal Bureau of Investigation:

1) Nixle instant messaging www.Nixle.com

2) CrimeStoppers: www.lacrimestoppers.com

3) Alert L.A. County (Emergency public notification system) <http://portal.lacounty.gov/wps/portal/alertla>

Also, other information resources explained including:

4) InfraGuard - Joint Regional Intelligence Center update

5) www.HealthyCity.org

24. Instant Communication with Nixle, Twitter, and Facebook

Compare & Contrast: When trying to compare and contrast the pros and cons of these three tools, the room begins to spin, but this simple breakdown might help.

Feb. 24, 2011; [policeone.com](http://www.policeone.com)

<http://www.policeone.com/police-products/communications/articles/3377109-Instant-communication-with-Nixle-Twitter-and-Facebook/>

23. Multi-facted P.R. effort pays off big - Agency takes lead in spreading good news

Harnessing communications techniques to get the good word out can pay off huge for agencies willing to devote time and resources: Feb. 2011, American Police Beat magazine.

<http://www.marketinglasd.org/Library/PReffortPaysOffMarketingLASD-APB-Feb2011.pdf>

Feb. 2011, American Police Beat

<http://apbweb.com/featured-articles/1832-marketing-your-law-enforcement-agency-.html>

22. Video: Does your PD have a positive online image?

Feb. 3, 2011, policeone.com

<http://www.policeone.com/police-products/communications/articles/3295063-Video-Does-your-PD-have-a-positive-online-image/>

21. New Media, Old Media, Policing Needs to Get Busy in the News Media

January 31, 2011, ConnectedCops Blog

<http://connectedcops.net/?p=3734>

Feb. 4, 2011, Police magazine

<http://www.policemag.com/Blog/Technology/Story/2011/02/New-Media-Old-Media-Policing-Needs-to-Get-Busy-in-the-News-Media.aspx>

20. Marketing Your Police Agency (6 min. video)

Jan. 10, 2011, SMILE Conference, presentation by Capt. Mike Parker

<http://www.youtube.com/marketinglasd>

19. 10 Things Your Agency Must Know About Social Media - Ways to improve law enforcement & engage citizens

Jan. 11, 2011, [LawOfficer.com](http://www.lawofficer.com)

<http://www.lawofficer.com/article/technology-and-communications/10-things-your-agency-must-kno>

Aug. 31, 2010, Instant Communications Comparison: Nixle, Twitter, Facebook

<http://www.marketinglasd.org/Library/InstantComm-CompareRevAug31MParker.pdf>

18. Editors Note: Ignoring Social Media? Time to Think Again- It can help catch a crook & it can get you fired

Jan. 10, 2011, [LawOfficer.com](http://www.lawofficer.com)

<http://www.lawofficer.com/article/technology-and-communications/editor-s-note-ignoring-social>

17. Cops Tackle Social Media at SMILE Conference

Jan. 10, 2011, Police magazine

<http://www.policemag.com/Blog/Technology/Story/2011/01/Cops-Tackle-Social-Media-at-SMILE-Conference.aspx>

Jan. 14, 2011, Campus Safety magazine

<http://www.campus safetymagazine.com/Channel/Public-Safety/News/2011/01/14/Cops-Tackle-Social-Media-at-SMILE-Conference.aspx>

16. Social Media the Internet and Law Enforcement (SMILE) Conference

Jan. 10-12, 2011, Santa Monica, CA

<http://lawscommunications.com/smile/>

15. "Marketing Your Sheriffs Office" presentation

Jan. 6, 2011, National Sheriffs Association winter conference

<http://www.sheriffs.org/conferences/2011WinterConference.asp>

8 Great Reasons Why We Should Already Be Marketing Our Sheriffs Offices

Jan. 2011; Deputy and Court Officer magazine; by Mike Parker, Los Angeles County Sheriffs Dept.

<http://www.marketinglasd.org/Library/8-GreatReasons-Marketing-DeputyNSAJan2011Parker.pdf>

14. Police departments restructure press pass policies to adapt to bloggers, freelancers

Fall 2010, The News Media & The Law, The Reporters Committee for Freedom of the Press

http://www.rcfp.org/news/mag/34-4/police_departments_restructure_press_pass_policies_to_adapt_30.html

13. More than just the facts, ma am [NIXLE]

Zevs Blog - Los Angeles County Supervisor Zev Yaroslavsky - Dec. 1, 2010

<http://zev.lacounty.gov/news/public-safety/more-than-just-the-facts-mam>

12. COPSWEST

Hands-on Nixle training at CPOA COPSWEST Nov. 15-17, 2010, Ontario Convention Center California Peace Officers Association (For free updates about COPSWEST, text COPSWEST to 888777)

www.copswest.com

11. Lets Not be so Anti-Social about Social Media

By Mike Parker & Ward Clapham Autumn 2010, Canadian Assn. of Chiefs of Police (CACP) magazine

- <http://www.nxtbook.com/nxtbooks/naylor/CCPT0310/index.php#/23/OnePage>

- <http://capsm.ca/blog/2010/11/14/1057/>

10. Ne soyons pas trop antisociaux avec les medias sociaux.

Par Mike Parker et Ward Clapham. Autumn 2010, La revue de l'ACCP

<http://www.nxtbook.com/nxtbooks/naylor/CCPT0310/index.php#/23/OnePage>

9. Instant Messaging for Policing By Tom LeVeque

Oct. 18, 2010 - ConnectedCOPS.net [Nixle, Alert LACounty, LACrimestoppers]

<http://connectedcops.net/?author=32>

8. Instant Messaging for Policing Conferences for Los Angeles County and area Policing and Public Service Agencies.

Presented by the Regional Community Policing Institute-California (RCPI-CA), Peace Officers Association of Los Angeles County, Los Angeles County Police Chiefs Association, California Peace Officers Association, Los Angeles County Sheriffs Department, Los Angeles Police Department, Long Beach Police Department, Arcadia Police Department Oct. 4 and Oct. 7, 2010

- 1) Nixle instant messaging 2) CrimeStoppers
- 3) Alert L.A.County 4) LAPD, APD, LASD Nixle Examples

http://file.lacounty.gov/lasd/cms1_154627.pdf

7. Nixle 101: What is Nixle and why should I have it? On-the-spot advisories for your town

Laura Monteros, San Gabriel Foothills Examiner - August 19, 2010

<http://www.examiner.com/san-gabriel-foothills-in-los-angeles/nixle-101-what-is-nixle-and-why-should-i-have-it-on-the-spot-advisories-for-your-town>

6. L.A. Cops Using Social Media To Serve And Protect

By Dave Paresch, USC Annenberg - August 10, 2010

<http://www.neontommy.com/news/2010/08/la-cops-using-social-media-serve-and-protect>

5. Sheriff urges use of Nixle

Altadena Blog - Aug. 7, 2010

<http://www.altadenablog.com/2010/08/sheriff-urges-use-of-nixie.html>

4. Alert System Used For First Time During Crown Fire

By Fran Paolinelli - July 2010 Antelope Valley News

<http://www.avnewstodayonline.com/AroundtheValleySheriffEmergencyCommunicationsinPalmdale.html>

3. Agencys website raises the bar

[Los Angeles County Sheriffs Department] / American Police Beat magazine, June 9, 2010

http://file.lacounty.gov/lasd/cms1_147304.pdf

2. Get Instant Sheriffs Department Text and Email Alerts [Nixle.com]

Los Angeles County Sheriffs Department, www.lasd.org

http://file.lacounty.gov/lasd/cms1_150528.pdf

1. Impeachment Via Social Network Websites

Newsletter Vol. 3, No. 7; Los Angeles County Sheriffs Department - September 2010

- <http://www.iacpsocialmedia.org/Portals/1/documents/social%20media%20paper.pdf> May 27, 2009

- <http://www.aele.org/law/2010all04/lasd-0907.pdf>